



Memorial re-brands itself

Will the new look
be *becoming* of the
campus?

By JOHN RIETI

Michael Pickard's marketing department is tucked away on the bottom floor of the Arts and Administration Building. It's windowless, seemingly oblivious to the morning sunshine, and for an office so involved in graphic design it's fairly unglamorous, adorned simply with Pickard's family photos.

But from this office, Pickard and the Department of Marketing and Communications has launched one of the biggest changes ever for Memorial - a university re-branding.

The brand was launched last Tuesday at the Inco Innovation Centre to an invitation-only audience of faculty, staff, and some students. The crowd seemed interested, and by the end of the presentation they had plenty to digest along with the catered snacks.

Memorial released an entirely fresh face, including a new theme, logo, colour pallet, advertisements, design elements and an integrating marketing plan for the entire 2006-2007 university year.

At the centre of the re-branding is the word "become." According to Pickard, it is the most crucial part of the new project. "Become really is more than just a buzzword, it is the essence of what this [university] is," said Pickard. "It's a place where



JOHN RIETI

Faculty, staff, and students looked on as Memorial launched its new brand.

people and ideas become and that Memorial is built on creativity and ingenuity of its people."

MUN will play off the word become in most of their advertising

efforts.

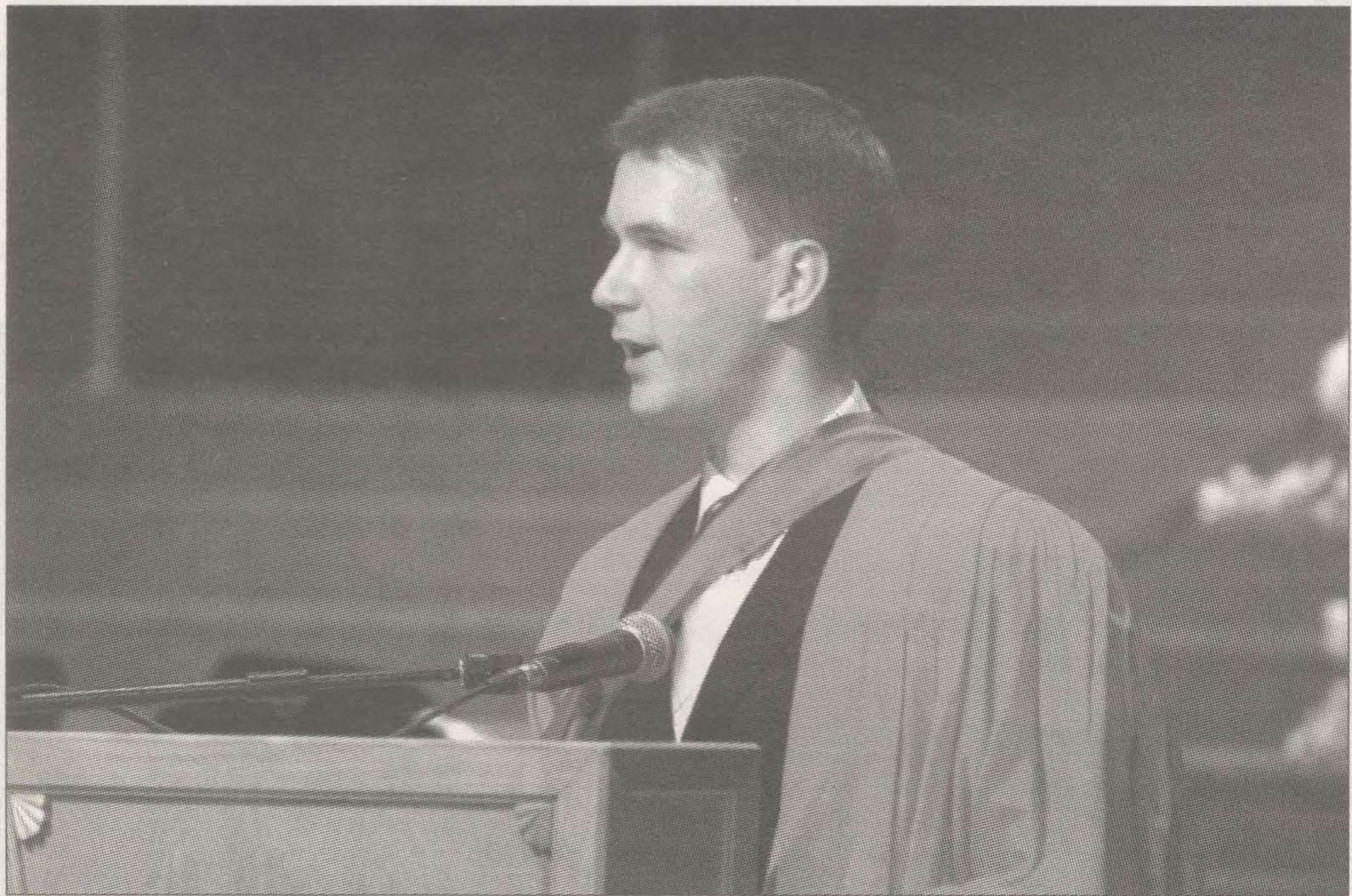
This concept originated about two years ago, when Marketing and Communications and Memorial's senior executives decided the uni-

versity needed to enhance its image to better communicate what MUN offers, and does. A budget of \$160,000 was allotted to the three-year project.

"We have a wonderful story to tell, inside and outside of the university," said President Axel Meisen at the launch. "[MUN has to] create

SEE 'PICKARD' PAGE 3

Convocation sweeps Memorial



MARK CLUETT

Brad Gushue accepted an honorary degree to go along with the business degree he earned back in 2001.

By MARK CLUETT

The halls at Memorial may seem a little less populated.

This past week, over 2000 degrees were awarded to students convocating from Memorial University of Newfoundland at the Arts and Culture Centre, adding to the almost 60 000 degrees Memorial has awarded since its inception.

One notable degree was that which was awarded to Newfoundland and Labrador Lieutenant-Governor Edward Roberts. The former politician has been working on his master of arts degree in history since September 2003, the first time one of this province's lieutenant-governors has earned a degree while in office.

Those receiving honorary degrees included Irish poet Paul Muldoon, Newfoundland businessman and Holocaust survivor Philip Riteman, professor and Holocaust researcher Dr. Robert John Gellately, author Dr. Roland J. Le Huenen, choral instructor Sister Kathrine Bellamy, natural

child-birth pioneer Mary Kathleen Matthews, former Petro-Canada vice-president Gary C. Bruce, former director of Newfoundland and Labrador Hydro Roland T. Martin, and Clerk of the Privy Council Dr. Alex Himelfarb.

Exciting to many students still, were the honorary degrees awarded to Team Gushue, the five curlers and their coach who won Olympic curling gold at this past February's winter games. Team leader Brad Gushue, Jamie Korab, Mark Nichols, Mike Adam and coach Toby McDonald (Russ Howard could not attend) were orated by Dr. Annette Stavely, a speech whose highlights included many references to the university president as "Skip Meisen."

In his address to the convocation, Gushue pointed out what humble beginnings the team had come from, but their goal always remained the same - to strive to be the best. Gushue also made clear that he didn't think their victory would have been possible without the help of the kinesiology department at Memorial.

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A new twist on the news

MediaScape.com provides an on-line international news fix

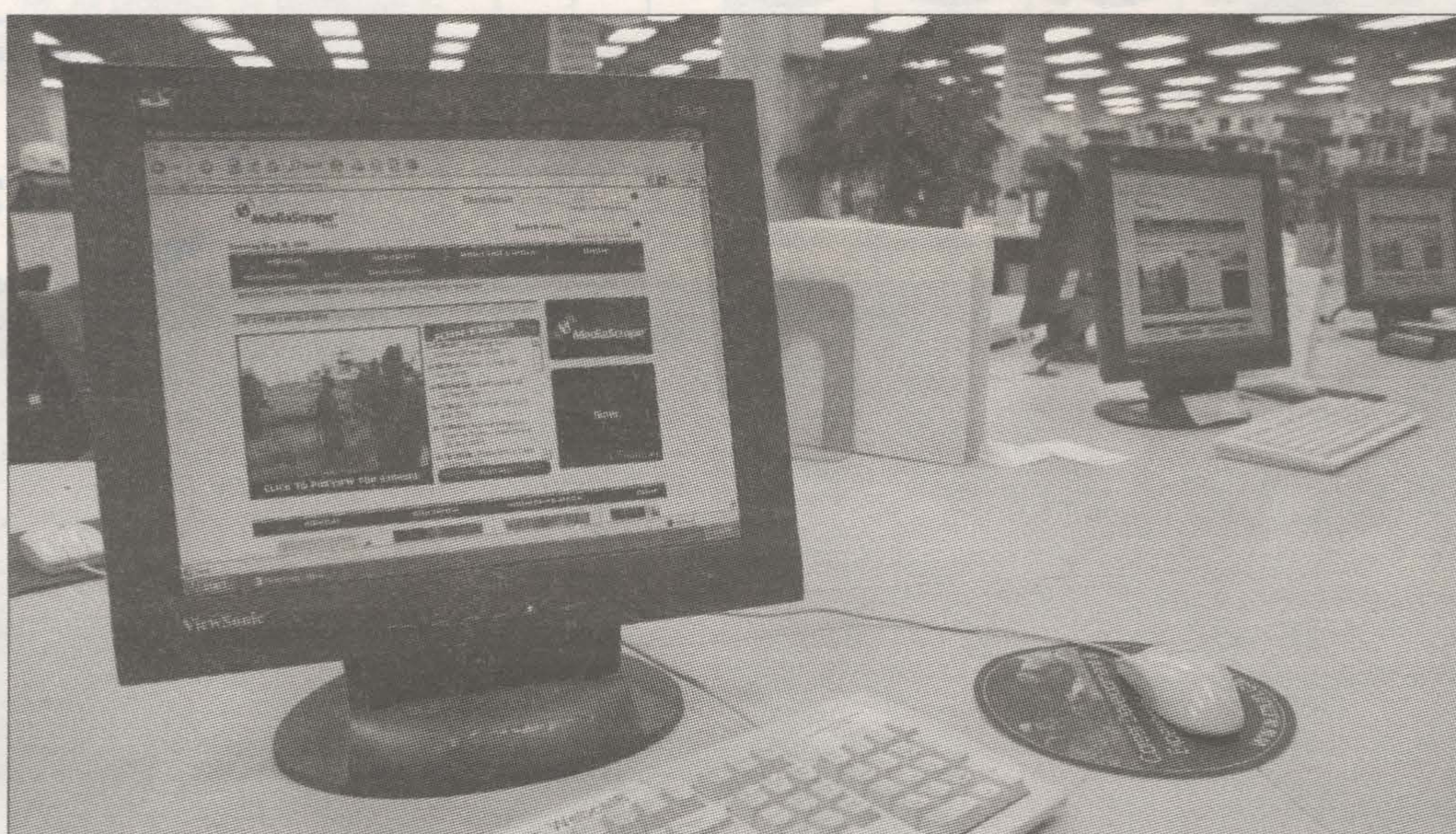
By JUSTIN MADOL

A Canadian internet-television news network is on the leading edge of news media, and is offering its viewers the chance to personalize their intake of the issues.

The Montreal based company, MediaScape, is an information network that deals exclusively with video broadcasts collected from widely varying sources. The company uses a new editing process (patent pending) that collects analogue broadcasts from around the globe and digitizes them while retaining a high quality of picture. It selects the top stories from each region to headline on its site, and presents them in their original language and format while providing English subtitles for the clips.

A first glance over the site presents a sleek and professional interface that's easy to navigate, and isn't completely littered with ads. Getting more involved and comfortable with the site takes only minutes and the options offered to registered users extend the experience to include forums and blogs where people can voice personal opinions on international issues. Unfortunately the loading time on some of the videos is pretty slow, but it may be because the site is still in its beta version.

The basic mechanics of the network rely on MediaScape's partner-



JUSTIN MADOL

The computers in the Queen Elizabeth II Library should be able to run mediascape.com, allowing students to view a wide variety of news sources online.

ship with media giants such as the Associated Press and the Canadian Press, as well as many local TV stations throughout the world. The wide reaches of the network allow the company to collect an unparalleled volume of audio/visual content from local sources.

The site is updated every thirty minutes, and archives videos for 30 days after release. The raw videos are translated and edited on location at one of several affiliated bureaus spread throughout the Americas and Europe, with Africa and Asia soon to establish their own.

The website has free public access

but is mostly aimed toward students, and immigrants who can use the service for research or to catch up on news from home. Any students at MUN will be set, as most computers on campus can run the website, and the campus wireless network will support its videos as well.

"Because MediaScape will be fully sponsored by advertisements we are able to offer its Internet video services free of charge to the public," said Tyler Cavell, MediaScape's founder and Chief Operating Officer. "MediaScape strives to improve information flow between people, catering to the young cyber popula-

tion."

When registering with the site, users are asked for name, e-mail, and address (just location), in order to create a personal account. Like mainstream forms of news media, print and broadcast, MediaScape has to rely on advertisements to pay for its expenses. Yet, even in this category the company has taken a different approach. Registered users' news preferences and personal information are analyzed so that advertisements reflect the personal interests of the user. This innovative take on marketing, also employed by Google, gives advertisers

the ability to communicate directly with a targeted audience, while consumers only see ads relevant to their interests.

The progression of MediaScape's new networking and marketing techniques display a growing trend from today's viewers to personalize, and refine information media. Similar advances in web publishing have also recently emerged on the Internet. Really Simple Syndication (RSS) feeds link directly to the headlines of a particular website and are readily available with most news agencies (including www.today.mun.ca). Software programs function in turn, to aggregate and organize the feeds to the users preferences offering a 'personalized' news program.

With its innovative ideas and free service, MediaScape could be paving the way of a News revolution. No longer will viewers of video media have the filters of networks imposed over raw content, nor will they deal with the personalities of stale news anchors whose humor expired alongside hot pants and Wham!. Now they will view information with a distinctly local feel, giving them the opportunity to form their own opinions, while any advertising involved becomes less aggressive and far more relevant.

"This is a breakthrough in news information," said Cavell. "[MediaScape provides] a virtual platform for multi perspectives on single issues and unbiased top world and regional stories."

Check out www.mediascape.com

NEWS BRIEFS

Excellent grad students garner awards

The Graduate Student Union awarded six students \$250 each in recognition of their outstanding work in various fields.

An Excellence in Research award went to Luckshman Kayakody, a PhD student in food science for his work with carbohydrate chemistry. Also awarded was Lindsay Babcock, a linguistics student studying language acquisition in children.

An Excellence in Community Service award was given to Anas El-Aneed, a PhD in Biochemistry as well as an active voice for getting MCP coverage for internation-

al students. Medical student Patti McCarthy also won for her work with the Walk for Hope, which she coordinated along with her sisters in support of the National Ovarian Cancer Association.

Excellence in Teaching awards were received by Shannon Patrick Sullivan, a math PhD student who has taught at least 12 courses while doing his program, as well as Stephanie Walsh for her work with a senior undergraduate laboratory course in animal behavior. Walsh is studying cognitive and behavioural ecology.

MUN docs keep it in the family

Over 45 per cent of MUN medicine graduates are choosing to study family medicine as opposed to another specialty.

MUN's school of family medicine, which has 20 spaces open, quickly filled. MUN was one of only four medical schools nationwide to fill its family medicine program.

Those in rural communities of Newfoundland and Labrador should be pleased, as the students have the option of spending a nine month training stint in Northern Family Medicine Program based in Happy Valley/Goose Bay, to prepare them to work in rural areas.

Also, a study done by Dr. Maria

Matthews, assistant professor of Health Policy and Health Care Delivery at MUN, claims physicians trained at MUN make up more than half of all doctors in the province.

According to Matthews about one fifth of those Newfoundland MDs are practicing in rural communities.

New network links Atlantic universities

A new, high-performance computer network will soon link several Atlantic universities, allowing researchers to share large amounts of information at a time. Memorial, the University of New Brunswick, Saint Mary's University, St.FX, Dalhousie,

Mount Allison University, and the University of Prince Edward Island will all be able to transfer information over the Atlantic Computational Excellent Network (ACEnet).

The project is worth over \$23 million and should be built within the next two years. According to Memorial VP Research Christopher Loomis, the technology will be able to "build clusters of expertise in strategic sectors and [strengthen] knowledge creation, and innovation in Atlantic Canada."

The universities will also receive significant contributions from the Canadian Foundation for Innovation, and the Atlantic Canada Opportunities Agency.

Looking for extra cash?



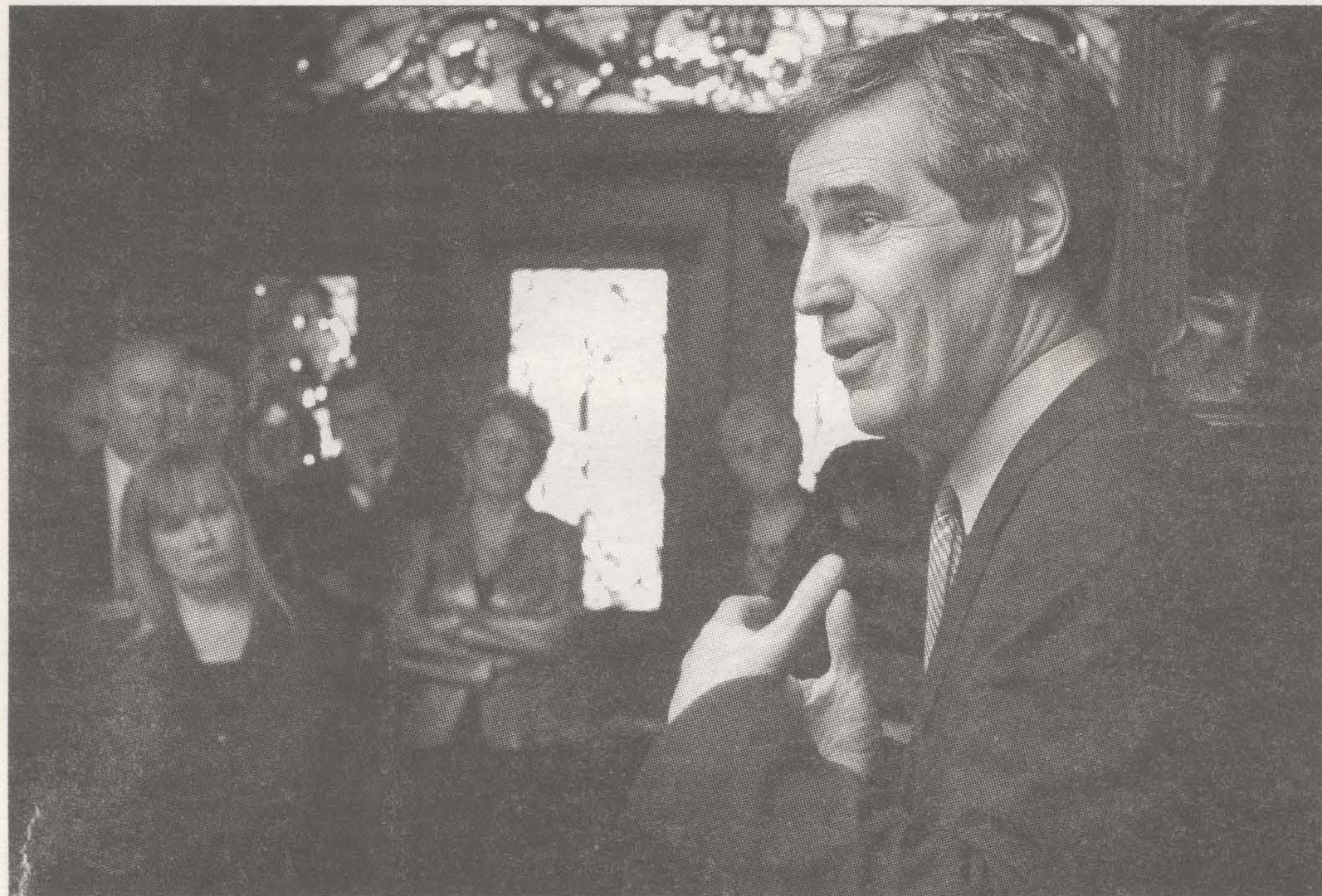
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Hot candidates, hot tar



ABOVE: NICK LANGOR, BELOW: JUSTIN MADOL
(Top) Last week Michael Ignatieff, an Ontario MP, became the first Liberal leadership hopeful to visit Newfoundland. Here he gives a talk at Winterholme Bed and Breakfast. (Bottom) A fire fighter monitors the asphalt kettle that exploded on May 19 outside of the Chemistry-Physics building. After hosing the kettle down with a foam retardant the situation was easily handled.

Pickard expects some criticism

CONTINUED FROM PAGE 1

and project an image that is forceful and yet true."

To create this image Memorial contracted Manifest Communications, a company that specializes in branding large institutions like hospitals and universities, including York University. Along with the graphic designers already working at Marketing and Communications, and the occasional commissioned local advertising agency, Pickard began implementing the new designs.

A look back through last year's advertising and promotional materials hints at the colours MUN is working towards, as well as some of the key, repeated words. But, the big change will be in the fall when the new design is launched in full, from brochures to t-shirts.

Front and centre will be the new Memorial logo.

It is a symbolic representation of MUN, which is left up to the interpretation of the viewer (see page four). According to Pickard, it is a modern symbol for a modern university.

"The sensibility at this campus is very modern and on the edge," he said. "The feeling was that the campaign, and a representation of that campaign, the way of expressing ourselves, the logo, should be modern as well."

However, Pickard does expect some criticism. "Some people might like the logo, some might not," he said. During the focus groups he conducted students thought the logo shape looked like everything from the coastline, to an iceberg, to the

state of Vermont, or Alberta tilted on a 90 degree angle, or even a fallen soufflé. "I think that's kind of fun," said Pickard, laughing.

The university is counting on this marketing plan to stand out, and to attract more national and international students to MUN, while maintaining a strong enough link to Newfoundland students, and alumni who will continue to donate money to the campus. Pickard admits there is a lot of pressure associated with this project. "The hope is that we've got it right, we're not expecting again to do this in two years," he said.

Also, there are many non-financial expectations of the new logo, one of which is that it will boost school spirit and cut down on student apathy. By creating an integrated marketing strategy, Marketing and Communications hopes to make big marketing pushes at important times of the year, like orientation, MUNDays, winter carnival and others.

"There is apathy on campus, but there's also savvy, the generation of students now are very design savvy," said Pickard. "What I hope will help school spirit is just a recognition of doing things a little differently and putting a lot of time and effort and value into the way we design things."

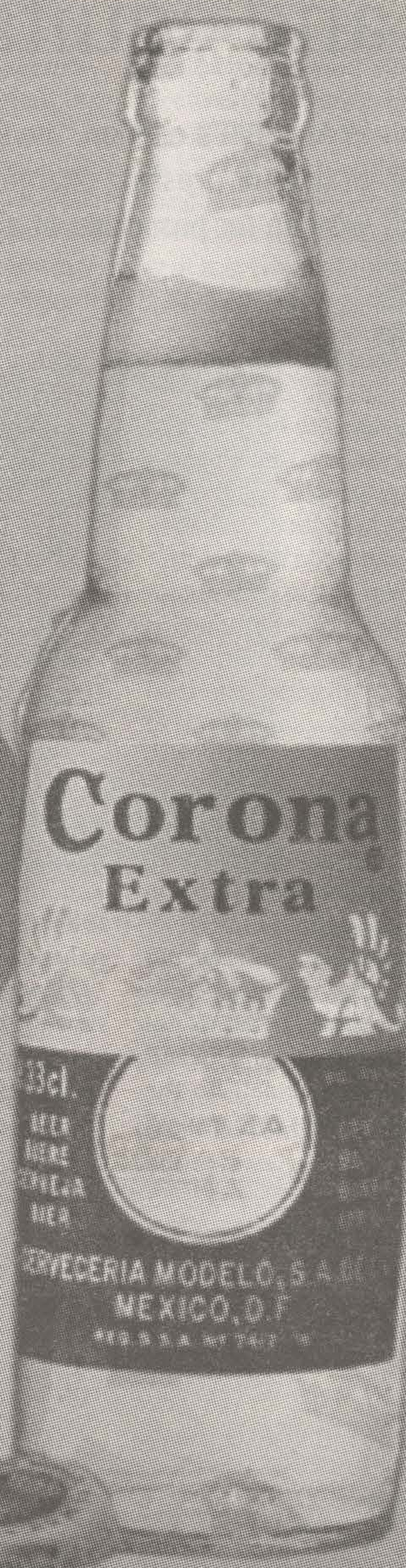
But for all the promises of the new branding, the results won't be clear until the fall. Until then, Pickard and the others in the marketing department will have to wait around their narrow first floor hallway to see if they can make a campus-wide change.

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So dark the con of MUN

Since Memorial unveiled its new branding strategy there have been two distinct camps amongst students.

There's the knee-jerk, pessimistic, "I hate MUN but I still come here everyday," that-logo-sucks camp.

And then there's the apathetic student who doesn't really care, and thinks the re-branding seems-kind-of-cool camp.

I fall some where in the middle. Branding at Memorial did stink, and though I love the university crest, it did make everything really seem 1994. However, this new logo does seem a little uninspired, especially when you look at the portfolio of Manifest Communications, the company hired to oversee the re-branding. Look at the new MUN logo, the Okanagan

College logo, and the York University logo – it seems like Manifest has distinct formula for design when it comes to educational institutes.

Okay, make the text white, put it on a solid red/burgundy colour and make it touch the edges of the logo. GOLD!

That being said, I like the potential for the new logo, if not necessarily the logo itself. And the colour palette, a stick-to list of approved colours for ad material, is something all departments should adopt, not just Marketing and Communications, to give university materials a cohesive feel. It might actually let you know what posters around campus apply to campus, and not the big Neon Lights of The Theatre show at Roxy's on Friday.

The only horrible, like really horri-

ble, part of the whole re-branding in my mind is *become*.

Come East, Go Furthur – that was a great slogan. *Become* – that's a poster I see on the wall of my high school guidance counselor's office after I do an aptitude test that tells me I'm either going to be a bricklayer or a gynecologist. Oh snap!

I think I still have to give some props to MUN however. At *The Muse* we can change our design, and if everybody hates it, well, we can change it again just as quickly. We have the luxury that students will still pick up their student newspaper.

If Memorial sticks its neck out to re-brand itself, there's no turning back, they have to rock out with their cocks out, if you will, and live with any re-

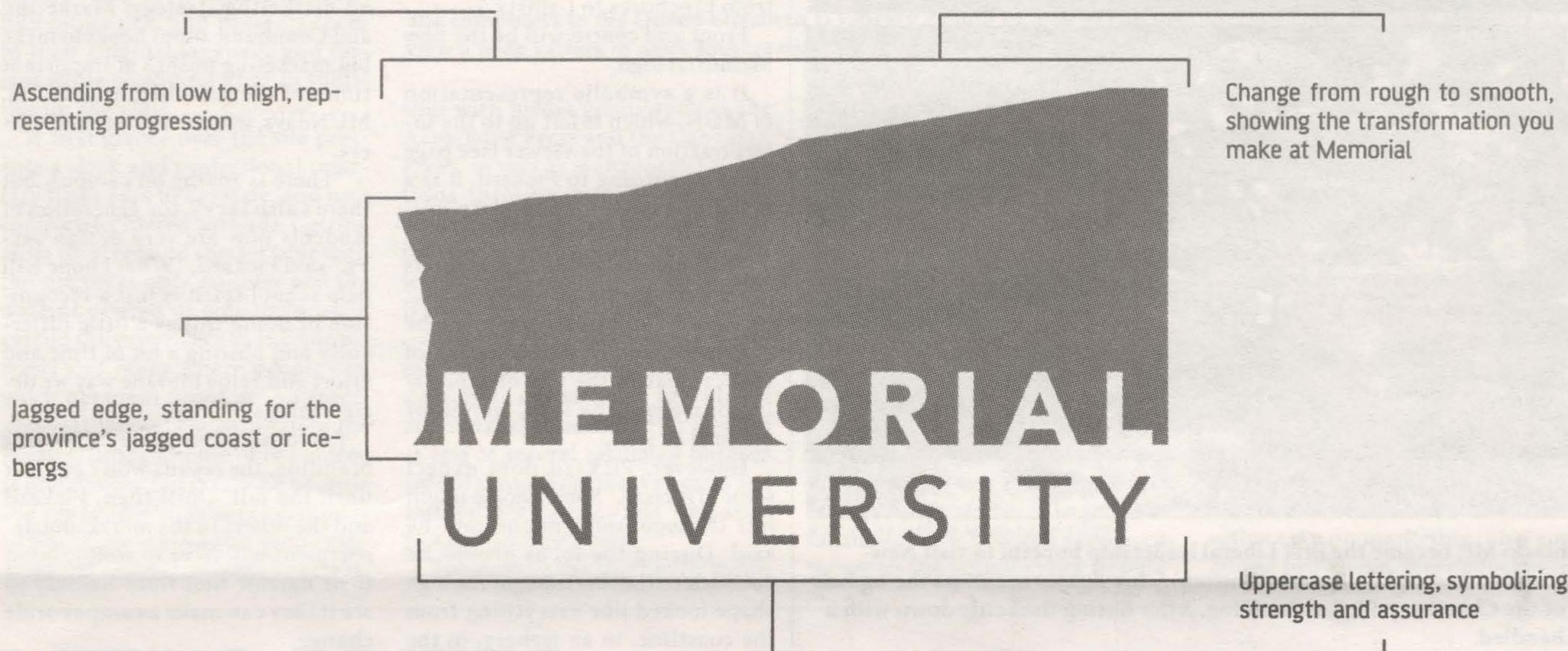
percussions that result. They did use student-based focus groups to see how the things would be perceived and they didn't try to do the whole thing in house.

After convocation on Friday I asked some students and parents what they thought of the re-branding (as they just saw a short presentation on it at the ceremony). And the response was half-and-half – a good thing for Memorial. If everybody hates this re-branding, then they are screwed, and if every body says they love it, there is no outlet for constructive criticism that can help improve the branding strategy.

Let's just hope *become* becomes something more substantial.

Mark Cluett

A design break down of Memorial's new logo according to MUN Marketing and Communications:



Fair and equitable treatment: The RCMP way



In Alex Bill's opinion, the RCMP were out of line for pressing charges against a young woman for possession of a single joint.

HERE AND THERE ALEX BILL

The police are meant to be the trusted protectors of society. They still have the trust of many people, and laws set by Parliament to keep them in check – except when it comes to marijuana.

Two weeks ago, the RCMP arrested a female high-school student at Crescent Collegiate in Trinity Bay, and will charge her with drug trafficking. The girl had a single joint in her possession.

The RCMP chose to make an example of this girl, and have shown no consideration or sympathy for the ill effects a criminal record could have on her life. Worse still, they admit it.

"We're trying to get a message out to other kids or like-minded people around all the schools ... that we are promoting zero tolerance," RCMP Corporal Phil Feltmate said to the CBC. "Moving... from one person

to another is considered trafficking, whether it's one joint or 10 tonnes. It doesn't make a big difference with respect to the definition."

That's because the definition is shamefully vague. Trafficking doesn't need to involve money; if the police and prosecutors choose to, they can charge someone with trafficking if they simply pass a joint to a friend while sharing.

The quantity is also a negligible factor. The proposed legislation to decriminalize marijuana has died and any amount is enough to merit a charge according to the criminal code.

However, the de facto law for some time now has been; to be charged with marijuana trafficking, one must be clearly moving the product to make a profit, and the amount is usually at

least several ounces.

The fact of the matter is that the police and the courts do not have the resources to deal with the vast numbers of marijuana users in Canada. If the police charged everyone who smokes pot – roughly three to four-million Canadians – with a trafficking charge the courts would be overwhelmed and real criminals would go untouched.

Instead, they target and take advantage of this poor girl from Trinity Bay.

If she were standing on George Street, the police wouldn't have even stepped out of their car. I can recall several acquaintances who have been caught with anywhere between two grams to half an ounce and were never charged. Most police officers know better, understand the reality, and look the other way.

Not Phil Feltmate and the RCMP.

The RCMP can interpret and abuse the law whichever way they wish, because the government hasn't stepped in to make things safe. An Ontario court pushed for a change to Canada's marijuana laws in 2003, and the Supreme Court conceded that

the laws need work, but it wasn't their job to do so.

"We conclude that it is within Parliament's legislative jurisdiction to criminalize the possession of marijuana, should it choose to do so," said the judgment co-written by justices Charles Gonthier and Ian Binnie. "Equally, it is open to Parliament to decriminalize or otherwise modify any aspect of the marijuana laws that it no longer considers to be good public policy."

The cultural significance marijuana holds in Canada is widespread and unstoppable. It hardly needs to be said that the "War on Drugs" was lost long ago, but for the sake of space, I'll spare you the details.

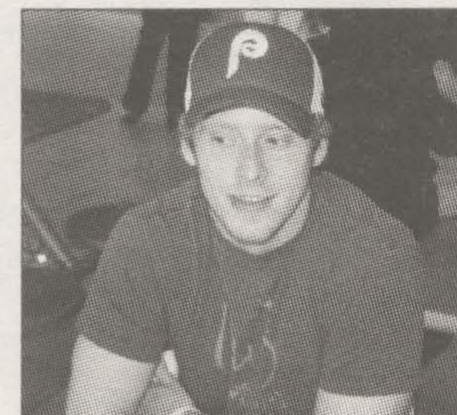
My first wish is that the crown prosecutor looking at this case realizes this, and dismisses it as ridiculous. Barring that, my next wish would be for the family of this young girl to hire a good lawyer, look for support from compassion groups advocating decriminalization, and take another shot with the Supreme Court.

If not, we have just seen how the police can misuse their power, and who knows when they will do it again.

Mouth off

By Phillip Howell and John Rieti

What is your opinion on MUN's re-branding efforts?



Adam Kane third-year undeclared

"Uh, what was the old logo? I have no idea what [the new logo] is."



Gabriel Piller fourth-year classics

"I think it's terrible and MUN should be ashamed of themselves."



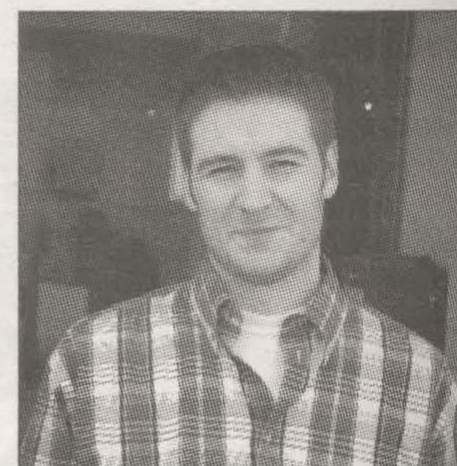
Julia Grant fourth-year math

"It seems ok. The ads explain what it is."



Meghan Eibner masters economics

"I like ["Become"]. [The logo] is alright I guess, it's nice, clear, and simple. What's it supposed to be?"



John Paul Angel fourth-year business

"Pretty bland... "Become" is not very creative. [The ads] are not so bad."

The Muse

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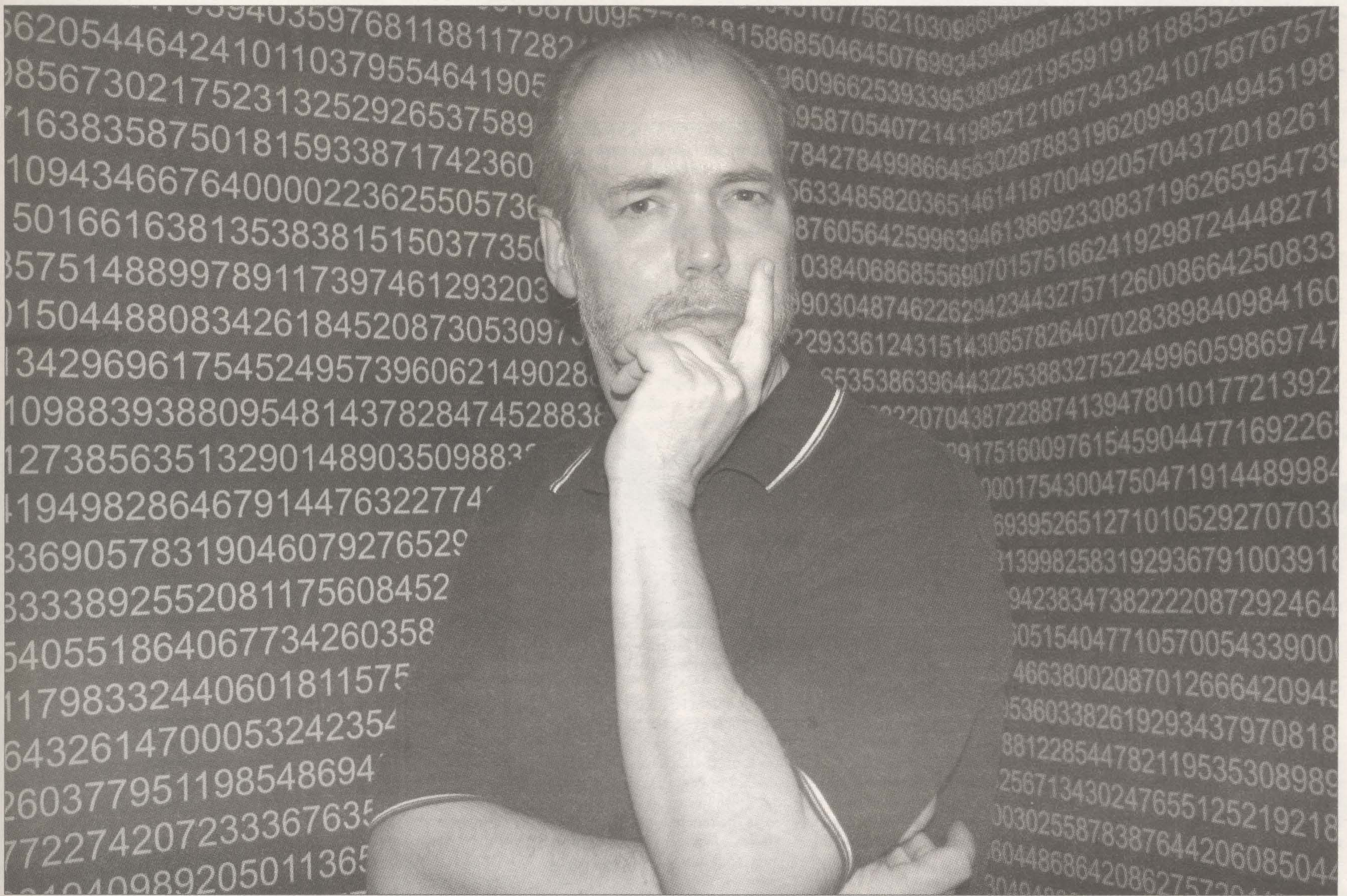
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ALL PHOTOS KAYLA WALTERS

A playful Douglas Coupland makes his “Old Navy” pose.

A wall of truisms

The artwork and novels of Douglas Coupland

By KAYLA WALTERS

Over the centuries, the printed word has come a long way. It started in the hands of the Chinese in the late thirteenth century, was revolutionized by Johann Gutenberg's printing press in 1455, and has been continually fine tuned by authors ever since. Since the 70's, however, words in print have even become subjects of popular art. Writer/artist Douglas Coupland is no exception. In his latest exhibit, titled *Play Again?*, Coupland uses the wall as his literary canvas.

The man behind Generation X

Douglas Coupland is not exactly a household name, although in all fairness, he should be. Readers tend to recognize the titles of his books before they recognize his name. One of Canada's top fiction authors, Coupland has penned 11 books since his 1991 debut with *Generation X*, the novel which coined the most used term of the past decade. His other defining novels, *Microserfs*, *Girlfriend in a Coma*, *All Families Are Psychotic*, and *Hey Nostradamus!*, to name a few, have all received international acclaim for their originality, thought provoking nature

and relevance to today's generation.

Play Again? Y/N

Coupland's most recent novel, *JPod*, an updated version of *Microserfs* for the age of Google, is the subject of *Play Again?*, Coupland's art exhibit which opened at The Rooms on May 19th. The exhibit space dedicated to his work has

using words as a form of art. Although Coupland had not attended the trip himself, his friends returned with the art of Jenny Holzer, the American artist who popularized text art in the late 70s. “[My friends] brought [the pieces] back to the studio and I looked at them and it was like, ‘Oh my god!’” My brain turned inside out, like a piece of pop-

is the very unique series of paper sculptures (from toilet paper to paper towel), inspired by Coupland's thoughts on the future.

“The paper sculptures down the middle are almost like the equivalent of railroads that you might find on a beach that in 400-500 years will no longer exist,” said Coupland. “And you'll

of bubble gum and bowls of Mikes & Ike's, he had set up at wall scaling piece of canvas for attendees to contribute to. “Let Them Vent,” the name of the art work (which he thought up on the spot) asked people to add their own series of truisms to the exhibit – with the promise of free Sharpies for all.

By the end of the evening, Coupland's innovative idea ended up covered in hilarious one-liners, memories, words of advice, and a series of comments and art work by Coupland himself. One memorable truism which read “Today is tomorrow, yesterday is still to come” was later vandalized by Coupland's comment reading: “A future James Bond movie title.”

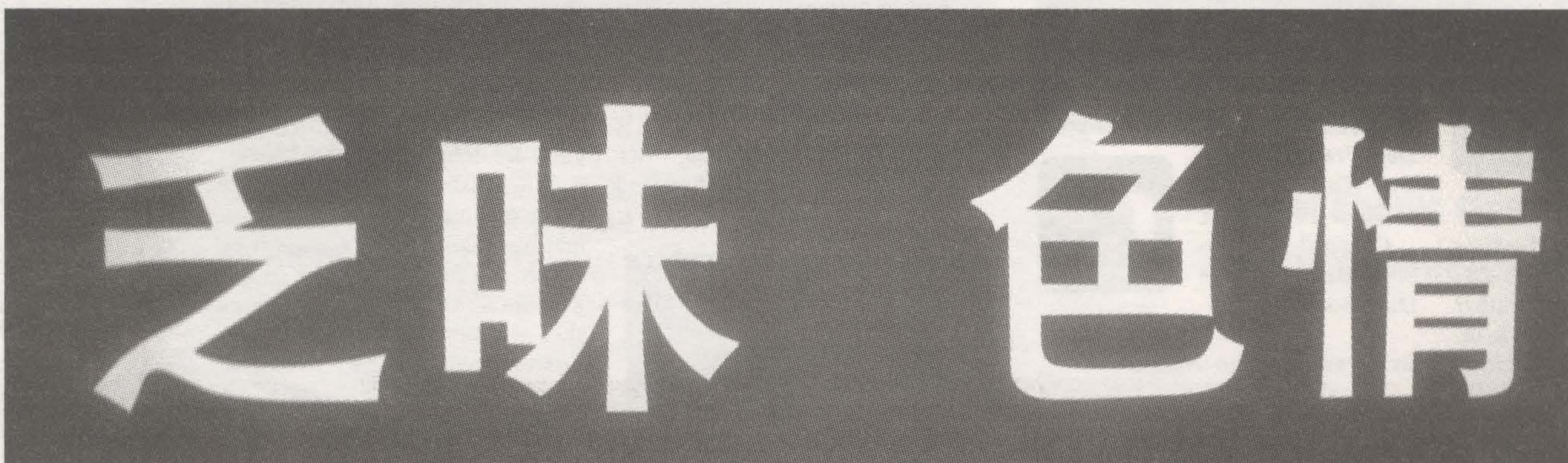
Coupland was equally excited about talking with fans, sharing anecdotes and expressing his love for St

John's and its art scene. He even shared a few giggles over the seal hunt issue and the numerous “I Club Baby Seals” t-shirts he has seen around the city, which he vowed to buy before he left the province.

The next generation

Like his novels, Coupland's artwork, which is on exhibit for the first time in Newfoundland, will help define a generation. His truisms and exploratory sculptures represent not only Coupland as an author and artist, but they also represent the fine line between the written word, and art.

Douglas Coupland's exhibit is on display from May 19 through to September 17 at The Rooms in the Provincial Art Gallery.



Chinese symbols for boredom and pornography are featured amongst Douglas Coupland's samples of pop art from his newest novel *JPod*.

been transformed into a cocoon of truisms (a phrase which is usually redundant) and word art from *JPod* plastered on a selection of walls. One room is even dedicated to the 40-odd pages of prime numbers Coupland has inserted into his narrative.

But, despite the success of his novels, Coupland did not start his career as an author. “I remember looking at the *World Book Encyclopedia* back in 1970's, and under P [for Pop Art] was Andy Warhol's can of [Campbell's] tomato soup. Something switched on in my brain and it's never turned off ever since,” he said.

In the early 80's, Coupland attended the prestigious Emily Carr Institute of Art and Design. A trip his friends took to New York in 1982 turned him on to

corn,” said Coupland.

Coupland's exhibit, highly influenced by Holzer's work, is his way of “Taking what used to be on the paper and what's beyond the paper since 1991, for me, and putting it up on the wall again.”

“What I want to do with words and letters and numbers is to create sensations inside your brain that coincide with their own processes, as your reading a story, like turning the page and finding 40 pages of prime numbers,” he said of his unconventional style.

Toilet paper railroads

Play Again? features more than just Coupland's series of truisms and prime numbers, however. Running down the center of all three rooms of the exhibit

look back on it and in centuries, we're going to think of paper as this sort of transitory technology. So, with these pieces it's almost like I'm in the year 2700 making sculptures about what paper used to be, the way people consumed it, how they wasted it and how it was sold to markets.”

Let Them Vent

Although Coupland was in town on his best promoting behavior for the release of *JPod* (which hit the bestsellers list the day of his opening), Coupland also managed to express himself during his visit to the capital city.

The opening reception at The Rooms captured Coupland's easy going and fun personality completely. Not only were the tables garnished with tubs

X3: Explosions are fun, but not enough

X3: The Last Stand

Starring Hugh Jackman, Ian McKellen, Patrick Stewart

Twentieth Century Fox
Rated PG13

By ADAM RIGGIO

X3 could have been a wonderful movie were it not for two flaws – it's too short, and it was directed by Brett Ratner. I'll tell you about the second problem first. Imagine, if you will, Ratner filming the first meeting between Wolverine (Hugh Jackman) and Beast (Kelsey Grammer). This didn't actually happen, but it very well could have.

Brett: "OK, Kelsey, turn straight into the camera and say, 'I'm Hank McCoy, but some people call me Beast,' then you and Hugh get into a fight!"

Kelsey: "I'm sorry, Brett, but the script has much more natural dialogue than that. And this isn't a fight scene."

Brett: "And then the school explodes!"

One gets the feeling watching X3 that Ratner's action-focused attitude was the reason why it only runs about 100 minutes. It has a cast of characters, conflicts, and sub-plots that is just greater than its running time can contain. Its storyline is equally complicated as X2, but X2 ran 130 minutes. That extra half-hour would offer more time to develop the characters and

ideas that drive this movie, but are not given the treatment they deserve.

The plot revolves around what to do about a controversial 'cure' for the mutant gene. Magneto (Ian McKellen) considers it the first step in a genocide against mutants, while Professor Xavier (Patrick Stewart) seeks a peaceful solution to the dispute. At the same time, it turns out that Jean Grey (Famke Janssen) survived the events of X2, but her powers are growing out of control and transforming her into the uncontrollable Phoenix.

The cure element contains the central ethical quandary to X3, but the movie does not really deal with it in any way, when it very easily could have – because we have Rogue (Anna Paquin).

In the X-Men films, Rogue's sole power curses her to a life of misery. She cannot touch people without draining them of life. When she finds out there is a cure for mutation, she is ecstatic, because it's a chance for her to be truly intimate with others. Storm (Halle Berry) says Rogue doesn't need a cure, because they should be proud of their mutations.

This is easy for Storm to say, because she can control weather with her mind, and that's cool. If Rogue maintains contact with any living thing, they eventually die horribly and painfully. Which power would you prefer to keep?



Wolverine and Storm watch as the direction of the X-Men franchise slips down the same slope that so many superhero movies have before it.

The problem is, Rogue gets about five minutes of screen time, because Ratner considers explosions more important than character. It is a testament to Paquin's talent that she can keep the heart in her character even as the movie forgets her.

Stewart, Jackman, Berry, Romijn, Shawn Ashmore as the young Iceman – they all have enough talent to keep the heart in their

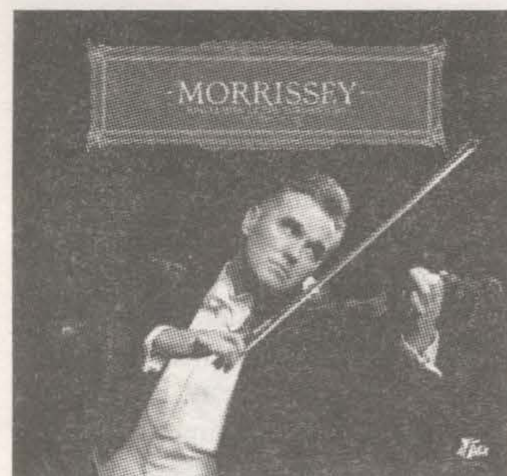
characters. Magneto in particular has a very moving character arc in X3. Magneto has always been the most nuanced of villains in these films, and at the end of the movie, you almost feel sorry for him. But it is only McKellen's sheer force of will that overpowers Ratner's drive for more and bigger explosions. Magneto is here at his greatest height, and driven to his lowest

point, and we can see it all on Ian McKellen's face.

I liked X3, despite its glaring flaws, because it entertained me. But Jean Grey's incredible, uncontrollable powers, and the conflict between those who are blessed with their mutations and those who are cursed were given a cursory treatment.

X3 will entertain you, but it could have done so much more.

Music Reviews



Morrissey
Ringleader of the
Tormentors
Attack/EMI
Rock



By ADAM RIGGIO

Forget about his pretentious faux-vegan seal hunt outrage from this winter – Morrissey still wears leather shoes. But he also rocks, thanks to input from the producer of *Ringleader of the Tormentors*, Tony Visconti. Visconti is best known for his production work with 70s glam beast T-Rex, and he injects similar rocking guitars and propulsive rhythms into Morrissey's latest work.

Song titles are as pretentious as usual in his work, but the Morrissey moan here does not whine as much as emote. He scales down the 'poor me' bombast to make some genuinely touching songs.

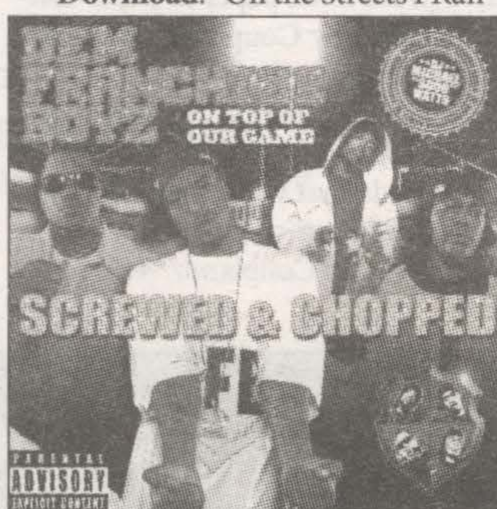
The strong guitar elements from Visconti bring an edgy flavour to the mix, the best examples being "You Have Killed Me," "On the Streets I Ran," and the hard driving album opener "I Will See You in Far Off Places."

The only flaws to *Ringleader* are when Morrissey's inevitable pretension becomes too noticeable. The children's choirs on "The Youngest Was the Most Loved" and overlong string section in "Dear God Please Help Me" are the clearest examples. However, the string section is used well on "At Last I Am

Born," so the orchestra isn't all bad.

Overall, this album is a brilliant piece of intelligent, glam-flavoured rock.

Download: "On the Streets I Ran"



Dem Franchise Boyz
On Top Of Our
Game - Screwed &
Chopped
So So Def/Virgin
Dirty South Rap



By PATRICK SAVARD-WALSH

Bravo Boyz. Bravo.

When I first reviewed their first album, *On Top Of Our Game*, back in March I pretty much said it would be impossible to create a worse album.

But by God, Dem Franchise Boyz rose to the challenge and almost proved me wrong.

Now, I'll admit that I had to dig up the original *On Top Of Our Game* and listen to it again in order to write this, because after the first review I had gathered everyone who I had subjected it to, and – like the end of *Sphere* – we held hands and consciously decided to forget about it for all time.

Screwed & Chopped is a remix of the debut album – and when I say the album is remixed, I really only mean the beats. There are no new lyrics, and no new tracks, and group members replace most guest appearances. It makes you feel slightly uncomfortable when an old fat guy is rapping Da Brat's lyrics – slightly more un-

comfortable than hearing Da Brat rap herself.

But it should be said that DJ Michael "5000" Watts's Houston-style production really is something. The transition between tracks is flawless, and even if you hate commercial rap, there's something wrong if "My Music" and "I Think They Like Me" don't make you bob your head a little.

In the end, it's a tale of two people; Jermaine Dupri, who continues to showcase his goodwill in equal opportunity employment by signing rappers who don't have the IQ to work at a 7-Eleven, and Michael Watts, whose talent, like Alexander Ovechkin's, is wasted by a terrible Franchise.

Download: "My Music (Screwed & Chopped)"



The Matadors
Horrorbilly 9000
Stereo Dynamite
Recordings
Psychobilly



By ADAM RIGGIO

Psychobilly is a punk genre that owes more to Jerry Lee Lewis and Little Richard than the Sex Pistols or the Ramones. The Matadors are some of Canada's better psychobilly pushers, and their *Horrorbilly 9000* is an excellent example.

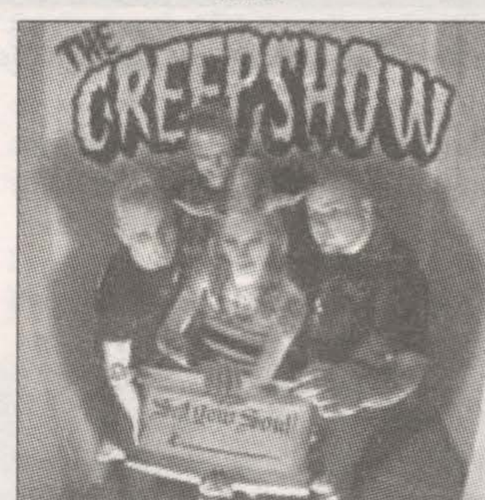
The lyrical content is mostly centred around rockin', sex, and rock-

in' while having sex – all while a Satan-worshipping party rages in the background. There are a lot of fast cars too, as described in songs like "Demon Riders," "Hellride," "Let's Ride," and "Hellbound Train." You ride the train – to hell.

Musically, the Matadors follow a basic formula of rockin' guitars played really fast, with short, simple songs about how much hellfire, and demons rule. No one pushes psychobilly attitude quite like them. This music is pure rock shoved in your face like a thick, bloody shepherd's pie.

Standout tracks on *Horrorbilly 9000* are definitely opener "Rock 'n' Roll Freakshow," and closer "Nine Shots of Bourbon," and this is not just because of their constant references to bourbon. But "Teenage Zombie Sluts" is not only a catchy slice of ass-kicking punk – it encapsulates everything the Matadors are about.

Download: "Teenage Zombie Sluts"



The Creepshow
Sell Your Soul!
Stereo Dynamite
Recordings
Psychobilly/punk



By GAVIN CHUBBS

When I think about good rockabilly or psychobilly I can't help but think

about tight three pieces: The Stray Cats, The Reverend Horton Heat, and as of late, The Matadors.

At the least I expect a solid rhythm section piled high with oodles of jaw dropping guitar – something that often gets lost in the transition to psychobilly. While this debut album from Ontario's *The Creepshow* does feature some innovative spooky organ, I spent the entire album waiting for the guitar – or anything to shine.

When the moment does arrive, it's at the aid of The Matadors very own Howlin' Hooch Parkins – 10 tracks too late to save the band from drowning in a sea of weak, contrived psychobilly clichés.

Postmortem: turn off that tremolo pedal and learn how to make that guitar wail, and check out the new Matadors album instead of this one.

Download: The Matadors album

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Q&A with Dr. Tremblay

MUN's new Dean of Arts talks about her favourite artwork, music and what she'd bring to a dinner party with Axel Meisen

By JOHN RIETI

The Muse: Congratulations on your new job, are you looking forward to coming to Newfoundland?

Dr. Reeta Tremblay: Thank you. Yes, it's beautiful! I've been twice, I stayed in the Battery Hotel and I could see icebergs from my window. I love the ocean. I grew up near the Himalayan Range so for me the natural beauty of the ocean is just perfect.

TM: I'm glad you like the scenery, is there any artwork you especially like?

RT: My favourite artists are the impressionists. That had a lot to do with living in Chicago ... I just fell in love with them there. They leave so much up for the imagination.

TM: What about music?

RT: I grew up in India, so I was trained in Indian Classical music. I

enjoy all sorts of music – classical, opera, contemporary – and jazz, it's close to Indian Classical music.

TM: Do you watch American/Canadian Idol?

RT: (Giggles) I did watch American Idol. I'm actually a news junkie, but a couple of my friends were watching American Idol so I had to.

TM: What news sources can you not live without?

RT: BBC, CBC, and once in a while the CNN.

TM: What do you think about student newspapers, like Concordia's paper *The Link*, or *The Muse*?

RT: They are extremely important. They voice different angles and different views. I'm an avid reader of student newspapers – you get a lot of gossip and feedback on things. I think [*The Muse*] does a lot more arts and events. One of my ways for

preparing for MUN was to read the newspaper to see how students feel about the University.

TM: You've been invited to a dinner party at Dr. Meisen's place: What do you bring as a party gift?

RT: A good book and a bottle of wine ... does he drink wine?

TM: What book would you bring?

RT: I just finished reading a book by Rohinton Mistry that's been on my shelf for about two years called *Family Matters*, I thought it was a very, very enjoyable book.

TM: I have to ask, have you been to George Street?

RT: Yes, it's a whole big street of bars! I understand the night there begins at 10 and ends at three. I listened to ballad music when I was there, and accordion music by a Newfoundland group.

TM: What are your favourite foods and drinks?

RT: I love lobster. I'm not very fond of drinking so as long as you have some Pellegrino and Perrier I'll be fine with that.

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So remember, you can drop by *The Muse*, and you can volunteer for *The Muse* but you can't pick your friend's nose.



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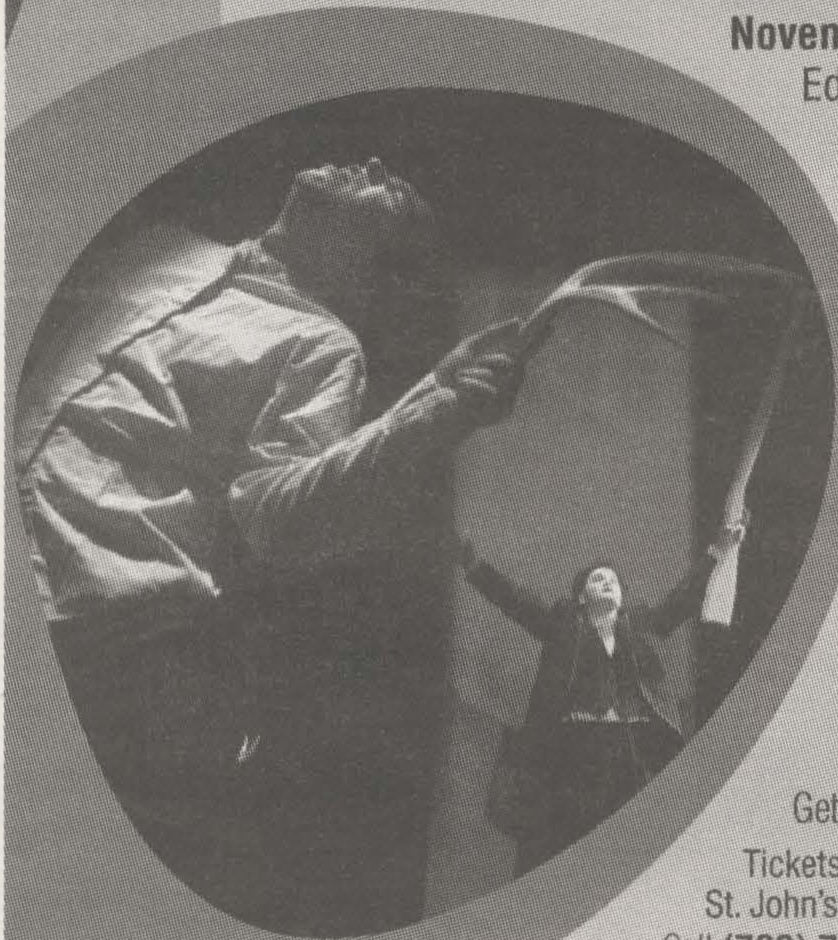
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BACK FROM THE GRAVE The St. John's Haunted Hike will run every Sunday to Thursday evening at 9:30 departing from the stone steps of the Anglican Cathedral on Church Hill. \$5 per soul, with no need to book in advance. The hike lasts an hour and a quarter and is suitable for ages 8 and

above. For more information visit www.hauntedhike.com or phone 709-685-3444, if you dare.

BENEFIT SHOW St. Andrews Hall on Queens Rd. June 10, \$5 dollars to enter. All proceeds will be donated to our community street reach program that distributes food, blankets, condoms, and a helping hand to the less fortunate on our city streets. Roundelay, The Black Bags, Blood Shot Monk, Raising Cain, and Call The Ambulance are playing. The show is all ages and starts at 5:30 on Saturday and a 5 dollar contribution from everyone will go a long way and help a lot of people in our city.

WHEN YOU CAN'T BREATHE, nothing else matters. Toll-Free Smokers' Helpline: 1-800-363-5864 (LUNG)

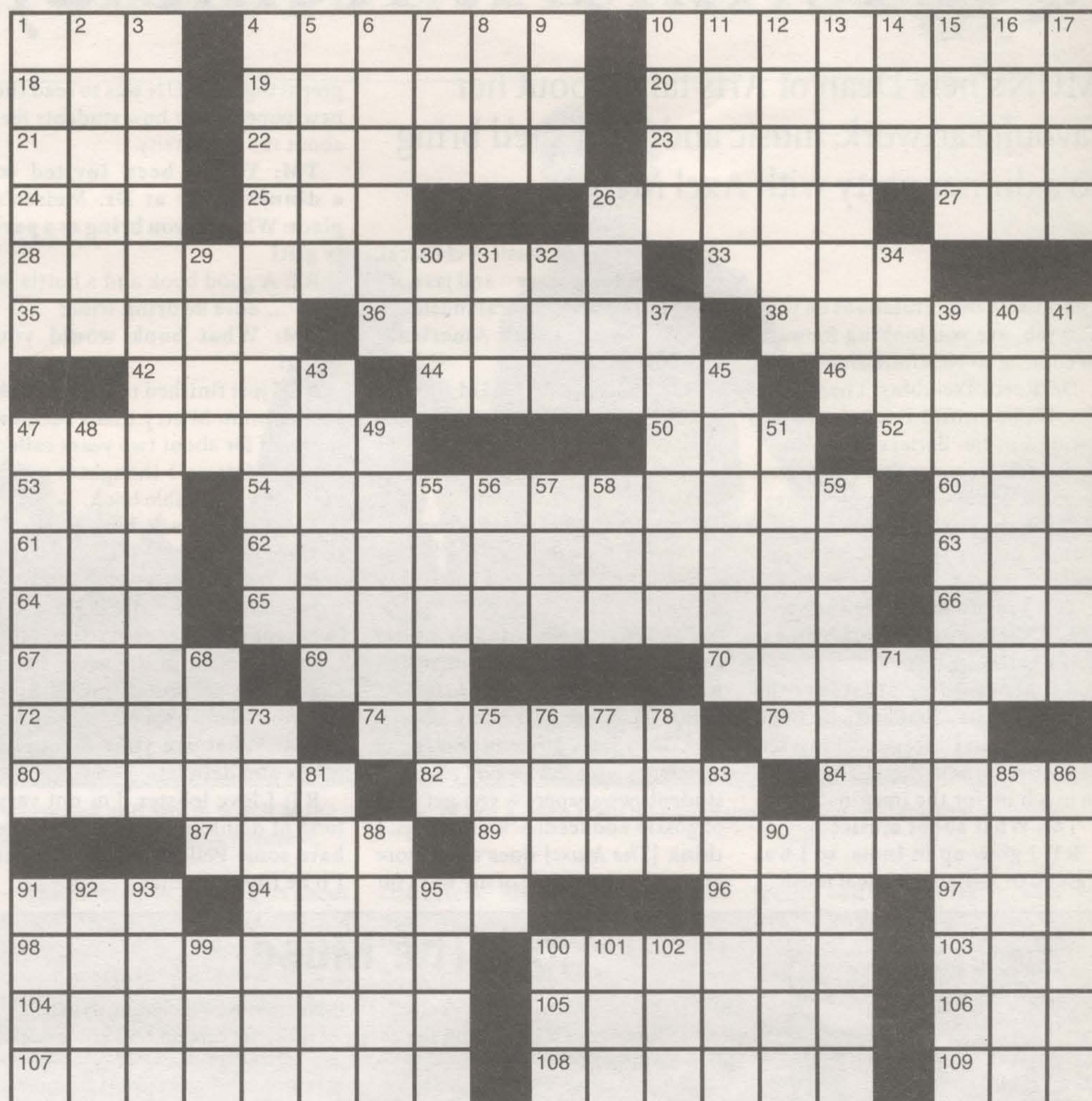
WALK FOR ALS Sunday, June 11, in St. John's, Sibley's Cove, Burin, Clarendville, Stephenville, Corner Brook, Wabush and Goose Bay. This one-hour walk is one of the leading fundraising and awareness events for ALS in Canada. In St. John's, the walk starts at 2pm, with registration starting at 12:30 at the Mews Centre.

REFLECTION TIME, on CHMR 93.5 Examining current events from the scriptures and play local/international Christian music. Every Sunday, 5-6pm. Listen online www.mun.ca/chmr

FREECYCLE. Got items that you don't need? Or need items you don't have? Join Freecycle, a non-profit group committed to keeping things out of landfills. <http://groups.yahoo.com/group/stjohnsfreecycle/>

CD RELEASE, The Cougar Executive. Saturday, June 3, at Roxxy's with special guests Saint Street. \$5 cover, \$10 with CD. Show starts at 10, come early for snacks.

CROSSWORD



Across

1. In NL: Channel 2 (accr.)
4. Was impertinent
10. Full of ghost
18. A crude shack to live in
19. Angry demand, "Get your ass ____" (two words)
20. Following in a line
21. "The end of an ____"
22. To tidy up
23. Type of case or inflection (ask a linguist)
24. A deciduous tree
25. The Clash faught this, yet this won
26. To fall head over ____
27. French negative
28. Kid's craft with paper and goop (two words)
33. Water ditch around a castle
35. Goes with spans
36. Extremely fabulous
38. Was on a slant
42. National Aeronautics and Space Administration (accr)
44. When signal strength improves
46. Light-hearted singing, "____-la-la"
47. Free word: dugongs (ones a marine mammal, if you care)
50. A coal scuttle
52. Russian king title of yore
53. Engineering (abbr)
54. Many bodies of qualified voters
60. MSN sign-off, without the "y"
61. "That's neither here ____ there"
62. Not first nor thirdly
63. Grandma's own, in apple or cherry
64. A pair or deuce
65. What one must be to win at Risk
66. "____ of Green Gables" without the "e"
67. can be used for 69 across
69. 69 is a ____ position
70. this can happen to the penis during 69 across
72. A mortise's partner
74. A ragged piece of cloth
79. West c ____
80. Murphy and Vedder
82. Glorified
84. Paint colour for squares
87. 2003 flick "Highs and ____"
89. Suffering from obsessive preoccupation with the self
91. French friend
94. Part of a shirt collar
96. Airforce of Great Britain
97. Ferris Bueller does not condone

one of these

98. A kidnapper looking for payment
100. A large red deer
103. 21st letter of the Greek alphabet
104. Trapping in wire structures
105. Whitney Houston sings "All ____" (two words)
106. ____ Harvey Oswald
107. The dunders that analyse
108. Horse sounds
109. Sound students make when they can't answer

Down

1. Little birdie noises
2. Type of sack (for stealing children?)
3. The area you grew up in (hyph)
4. The state of being free from moral wrong
5. "Lend me ____, and I'll tell you a tale" (two words)
6. Medieval oboes
7. "Game, ____, match"
8. Napoleon's palindrome, "Able was I ____ I saw Elba"
9. A bear's spot for hibernation
10. What Malfoy felt when he mended the vanishing cabinet
11. Creator of the "Maxim gun"
12. Many A's in WASP
13. Mineral evaporated from the ocean (hyph)
14. "Tit for ____"
15. Summer sandal, ____-flop
16. Green Day song "Babs ____ Who"
17. Strong solutions, used in soap
26. 1953 flick "From ____ to Eternity"
29. International Civil Aeronautics Organization (accr)
30. German goodbye, "____ wiedersehen!"
31. Certified Public Accountant (accr)
32. Emo blog lament, "I wish ____ talk to me" (abbr)
34. A quick, caustic reply: re ____
37. A Bihar native
39. Used with an auxiliary verb to indicate past tense (two words)
40. Becoming lively and joyful before your eyes
41. "He's a rebel" songstress, ____ Love
43. The plastic tags on the ends of laces to facilitate threading
45. Grant and Bullock vehicle, "Two Weeks ____"
47. Edged with toothlike projections

48. Not possessed
49. Penned by Frances Hodgson Burnett, "The ____ Garden"
51. California city, population 22,762
55. Having a common axis
56. Wile E. Coyote's explosive of choice (accr)
57. Beethoven's Easter classic, "____ to Joy"
58. Hip-hop head covering: doo-____
59. Divides into syllables
68. Medium for plant growing
71. Upon the ocean
73. A newly invented word or phrase
75. Unit of weight in Eastern Asia
76. ____-o-war
77. Historical name of Japan's capital city
78. Rapid Eye Movement (accr)
81. Many Hindu mystics
83. Takes risks
85. One that gashes
86. Containing more of 24 across
88. What Austin Powers is after too much of 69 across
90. Roaring Twenties slang term for "of course"
91. Length X width
92. A German word for "man"
93. Empire centred in Peru five centuries ago
95. Electroretinograms (abbr)
99. Common seasoning: ____t
100. Star Wars character Obi-____
101. Did eat
102. Fire spinning

Steve Nash
Clones a plunger



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